



THIS PROJECT HAS RECEIVED FUNDING FROM
THE EUROPEAN UNION'S HORIZON 2020 RESEARCH
AND INNOVATION PROGRAMME UNDER GRANT
AGREEMENT N. 772705



MS3.1 Action plans for the first demonstration campaign





Document Summary

Deliverable Title: Action plans for the first demonstration campaign

Version: 1

Deliverable Lead: APCA

Related Work package: WP3

Author(s): **Mathieu MERLHE**

Contributor(s): Fleur Marchand, Laure Triste, Milica Trajkovic, Dajana Vujaklija, Herman Schoorlemmer, Boelie Elzen, Adrien Guichaoua

Communication level:

- **CO Confidential, only for members of the consortium (including the Commission Services)**

Project Number:7727053

Grant Agreement Number: **7727053**

Programme: **NEFERTITI**

Start date of Project: **January, 1, 2018**

Duration: **4 years**

Project coordinator: **Adrien Guichaoua**

Abstract

NEFERTITI Programme promotes the creation of interactive thematic networks related to the agriculture sector to promote knowledge, learning and the adoption of innovative techniques through the exchange of information between different actors and live demonstrations..



1

Means of verification





Means of verification

The main task of a hub into H2020 Nefertiti is to prepare, carry out and evaluate demo events in its region/country, on its specific network theme (starting in spring 2019). So for every year (2019, 2020 and 2021) the Hub Coach with the Hub members has to coordinate a Hub Campaign Plan which consists to run a loop of actions (figure 1). In order to develop a global view of Nefertiti the idea is to share this plan directly online, on the Nefertiti Platform. At the Nefertiti scale we aim to federate and support almost 250 events (80% on commercial farm, 20% on experimental stations) per year which focus on showing and understanding innovation within a working farm context or within a local setting.



Figure 1: Structure of the Hub Campaign Plan

We propose tools and guiding documents to be used to run the Hub Campaign Plan and send them to all the Hub Coaches and Network Leader on month 13. All this document will help the Hub Coaches to facilitate their Hub and organise the events. Moreover they will give a global overview of NEFERTITI activities.

- The Hub Campaign Plan Guidelines which explains the way to organise the events campaign: PREPARE - CARRY OUT - MONITOR&EVALUATE - IMPROVE. It also gives a definition and a typology of the events support on Nefertiti, information on the cross visit, the budget to run the loop and commitment from policy makers. To find : <https://intranet.inra-transfert.fr/nefertiti/SitePages/WP3.aspx?WikiPageMode=Edit&InitialTabId=Ribbon.EditingTools.CPEditTab&VisibilityContext=WSSWikiPage>
- Hub Campaign Plan Template which is a synthesis of the Hub objectives, challenges and actions to monitor and evaluate the Hub activities. Each Hub Coaches has to fill in since mid-March.
- Monitoring and Evaluation Guidelines + tools to help the Hub Coaches to facilitate their Hubs, monitor and evaluate the Hub activities
- A protocol to fill in the Event Form on the Platform in order to communicate directly the Hub Activities on the platform and give an overview on the Nefertiti activities. <https://nefertiti-h2020.eu/NefertitiPortal#!/app-h/networks>
- A protocol to share information during the Events for Social Media Communication



NEFERTITI

F | A | R | M | D | E | M | U



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N. 772705

NEFERTITI PARTNERS

